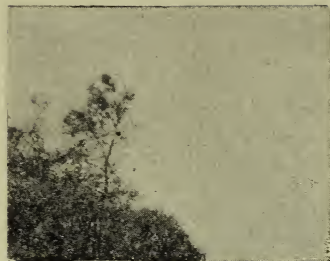


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SEASON
1930

RIVERVIEW GLAD GARDENS



“THE HOME OF
BETTER GLADS”

ROCK RAPIDS, IOWA
Box 253

The Best Among the Thousands of
AMERICA'S FAVORITE FLOWER

“Have A Hobby, Grow Some Glads”

RIVERVIEW GLADIOLI

QUALITY BULBS SELECT VARIETIES SERVICE

Good bulbs, free from disease, proper packing and prompt shipment are the things we aim for when filling "GLAD" orders entrusted to our care.

Our service to our customers begins, not when we receive your order but when we plant that tiny bulblet, grow it to maturity and ship to you for your profit and pleasure.

Upon our painstaking service depends your success in producing from a bulb the flower spike that will take a prize at your show.

Our service means that every bulb that goes to fill your order is grown right, carefully inspected and will produce a large flower spike under favorable weather conditions in your locality.

The bulbs we ship must satisfy you or we will refund your money as cheerfully as we accepted it.

SPECIAL

To reduce stock

Alice Tiplady

Dorothy

McKibbin

Maidens Blush

1910 Rose

Per 100

\$2.50



SPECIAL

Varieties of
which we have
a surplus as the
season advances

Per 50 mixed

Postage

Prepaid

\$1

"POOCH"
Riverview Mascot

Our ever popular, SURPRISE MIXTURE

This is indeed a surprise mixture, every morning you can go to your flower garden and find a new face in this mixture, a face you did not expect to find there as it is made up of varieties that would cost you as high as 50c each if you were to buy them under name. This mixture will please you.

One bulb 5c

12 bulbs 50c

100 bulbs \$3.50

50 at the 100 rate

NO BETTER BULBS GROWN

TWELVE FOR THE PRICE OF TEN



LOST RED

ANNA EBERIUS (D)

This glad has attained and held its popularity for many years and is one of the favored ones today. A beautiful velvety purple with wide open flowers on a tall spike.

Per Bulb 5c

ALICE TIPLADY (K)

A grand large prim of most beautiful orange-saffron color. Striking in size and color and winner of many awards. A primulinus type that is in a class by itself.

Per Bulb 5c

ALBANIA (Kemp)

Purest glistening white, flower wide open and large. A most pleasing white that is admired by everyone, Albania is prolific in producing bulblets as well as flowers.

Per Bulb 5c

AMERICA

Beautiful soft shell pink, with a lavender tinge. Flowers large and wide open borne aloft on a stiff stem. One of the oldest pinks but ever popular.

Per Bulb 5c

BYRON L. SMITH (K)

An orchid or lavender pink with wide open flowers, blends well in any bouquet. Early.

Per Bulb 5c

BRIGHT RED

A beautiful bright red, solid color and large bloom on medium height stems. Many open at a time and very showy.

Per Bulb 5c

LOST RED

The finest and most showy red grown

Per Bulb 20c

Per Dozen \$2.00

ALL ORDERS POSTAGE PREPAID

RIVERVIEW GLADIOLI

BREAK O'DAY (Bill)

A soft cream pink of very delicate texture. To see this variety makes you think of the soft colors of day-break.

Per Bulb 10c

CHICAGO WHITE

A fine white variety with lavender stripes on lower petals. Medium sized flowers borne on a tall spike.

Per Bulb 5c

CHATEAU THEIRRY (VOS)

Orange cerise with light red blotch bordered yellow. A very large flower on tall straight stems. You will like this one when you see it in bloom.

Per Bulb 5c

CRIMSON GLOW (B)

Scarlet red, slight tipping on primrose yellow in throat. One of the best early red's of good substance and large flowers.

Per Bulb 5c

DOROTHY McKIBBIN (K)

Beautiful apple blossom pink, with graceful, ruffled flowers and charming buds. A bouquet of this variety commands attention wherever shown.

Per Bulb 5c

Dr. F. E. BENNETT (D)

The "House A-Fire Red." early mid-season, bright orange-scarlet, large and vigorous.

Per Bulb 15c

ELORA (B)

Creamy white, slightly flushed pink throat, forked carmine petals. Very early and prolific, extra large flowers on tall stem.

Per Bulb 10c

EVELYN KIRTLAND (A)

Rose pink, deeper at edges, fading to shell pink at center with brilliant scarlet blotches on lower petals. A very fine variety for cutting.

Per Bulb 5c

GIANT NYMPH (C)

Immense rose pink flowers with creamy yellow throat. Flowers wide open on a tall wiry spike. Truly a Giant Nymph.

Per Bulb 10c

HERADA (A)

Purest lavender maxuave, deeper in throat. Immense blooms of glistening lustre. One of the old favorites and every season more of the bulbs are sold.

Per Bulb 5c

INDIAN SUMMER (K)

Blush or a light rose pink on a white ground. A very distinct showy flower. One of the later ruffled varieties that delights the grower as it blooms after most of the good ones are gone.

Per Bulb 20c

JENNY LIND (H)

Pure, soft apricot pink, throat pale yellow, the two colors blending to perfection. An exceedingly attractive variety.

Per Bulb 20c

JOE COLEMAN (C)

Very large and vigorous, rich red, ruffled blooms nicely placed on a tall spike. See illustration on page 6.

Per Bulb 10c

LOST RED (Kaiser)

The King among the mid-season Reds. Very rich dark red with darker streaks. Extraordinary large flower.

Per Bulb 20c

ALL VARIETIES GUARANTEED TRUE TO NAME

TWELVE FOR THE PRICE OF TEN



Mrs. Leon Douglas

The variety that predominates at the shows.

Per Bulb 10c
Per Doz. \$1

LOS ANGELES (H)

The famous "cut and come again" glad. Shrimp pink with orange carmine throat. A rank healthy grower that is most extravagant with its spikes of bloom.

Per Bulb 5c

LE MARSHAL FOCH (VD)

Beautiful soft lavender pink. Blooms very large, sometimes measuring five to six inches in diameter. Plant of medium height with strong bloom spike.

Per Bulb 5c

MARSHAL FOCH (K)

This glad is seen at every show and always takes a ribbon. Many giant flowers open at a time on very strong stem and plant. Color of finest salmon-pink.

Per Bulb 10c

MAIDENS BLUSH (G)

One of the first to bloom, a dainty prim of flesh pink, lightly flaked pale old rose throat. Long strong stems, a variety that is always appreciated because it blooms early and one of the best cutting varieties.

Per Bulb 5c

Per 100 \$2.50

MARIETTA (M)

A light salmon pink with orange cast and flame blotch. Blooms very large borne erect on a tall strong spike.

Per Bulb 10c

MRS. FRANK PENDELTON (K)

Bright rose-pink on a pure white ground. A large blotch of carmine-red on lower petals. One of the most distinctive glads ever introduced, yet priced so low that everyone can have it in their gardens.

Per Bulb 5c

TRUE TO NAME

MRS. LEON DOUGLAS (D)

Extra fine salmon pink flaked darker on lower petals. This variety predominated at the National Show at Springfield, Ill., August, 1929.

Per Bulb 10c

MRS. DR. NORTON (K)

Hermosa pink shading to cameo pink at edges of petals. Large wide open flowers on tall and slender stem. Very fine.

Per Bulb 5c

1910 ROSE (K)

Pure rose pink of a very fine shade and texture. Lower petals marked with narrow white line through center giving the bloom a very pleasing appearance.

Per Bulb 5c

PRIDE OF WANAKAH (Ellis)

One of the finest of a pure rose shade. The tall spike carries the blooms erect producing a very striking effect. A very good one.

Per Bulb 15c

PEACE (G)

A late pure white with tyrian rose blotch on lower petals. Very tall straight spike carrying many open flowers.

Per Bulb 10c

PRINCE OF WALES (VZ)

Glistening apricot pink shading to a pale pink in throat. Stems are not always straight but they lend themselves to artistic arrangement. Very early.

Per Bulb 10c

PURPLE GLORY (K)

A large glad of remarkable color, deepest velvety maroon red, faint shading of purple with almost a black throat. Beautifully ruffled.

Per Bulb 10c

PFITZERS TRIUMPH (P)

Enormous blooms of a bright salmon-orange color, with deeper throat blotch. This is undoubtedly the most popular variety of recent introduction from Europe.

Per Bulb 65c

ROMANCE (K)

Large orange-salmon and rose-red with yellow throat and wine bordered petals. This variety is classed as a "smoky shade."

Per Bulb 5c

ROSE ASH (D)

Another smoky shade, corinthian red, shading into ashes of roses on the outer petals. Lower petals light yellow speckled with ruby.

Per Bulb 5c

SENTINEL

Very tall, strong plant. Large pure rose-pink with finely penciled iris-like throat. A very showy variety that does well in any soil.

Per Bulb 10c

SCARLET WONDER (C)

Brilliant cardinal red of very pleasing shade. The flowers are of the very largest size and many open at a time. This variety is surpassed only by Lost Red in the red varieties.

Per Bulb 10c

SCARLET PRINCEPS (K)

Scarlet color, throat slightly deeper, blooms set close on a stout stem. Plants of medium height.

Per Bulb 5c

SCHWABEN (P)

Large spikes with many flowers open at a time. Color a citron yellow with small amaranth purple spot in throat.

Per Bulb 5c

TWELVE FOR THE PRICE OF TEN

SOUVENIR (G)

Pure golden yellow that attracts attention on account of its size and pure yellow color. The clear golden yellow flowers, slightly hooded, are well placed on a strong wiry stem.

Per Bulb 5c

SUNNYMEDE (F)

A rare shade of orange yellow marked with small red blotch. The flowers are well placed on a tall stem and command attention wherever they are grown.

Per Bulb 10c

SWEET ROSE (K)

Very massive flowers on tall, strong plant. Color of purest deep rose-pink with extra large, beautiful throat. When fully open, the petals re-curve giving the spike a striking appearance.

Per Bulb 25c

TYCKO ZANG (A)

A late salmon pink shading lighter in throat, almost a solid color. Flowers of the lily type borne on stiff stems. Plant medium height and of strong growth.

Per Bulb 10c

TWILIGHT (K)

Beautifully blushed, creamy-buff with throat of grandest yellow and pink. Heavily ruffled flowers, well placed on a strong spike. Plant very vigorous and bears the spike upright even in heavy winds.

Per Bulb 5c

W. H. PHIPPS (D)

LaFrance pink overlaid with light rose-salmon. Lighter towards the center and with lightly speckled ruby throat markings. From twelve to twenty florets open at a time.

Per Bulb 20c

JOE COLEMAN

Rich red, ruffled blooms placed on tall spike.

Per Bulb 10c

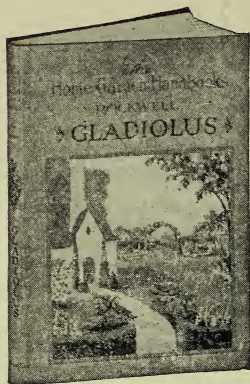
Per Doz. \$1



POSTAGE PREPAID ON ALL ORDERS

RIVERVIEW GLADIOLI

ROCKWELL'S "GLADIOLUS"



You need this book, it answers your questions!

How to plant, cultivate, and store your bulbs.

Types and varieties, increasing the stock, creating new varieties, growing for exhibition.

Price only \$1 postpaid

Sent free as a premium with an order for \$10 worth of bulbs from this catalogue at the single or dozen rate if asked for at the time of ordering.

WHAT A MICHIGAN CUSTOMER SAYS

Received the LOST RED bulbs, also the SURPRISE PACKAGE and Lacinatus extras and I wish to thank you as they arrived in fine shape and I wish to thank you for sending such good, firm bulbs. Anyone not being satisfied with such bulbs are hard to please. I have some 200 varieties of Glads but I wanted to try your Lost Red of which I have heard, was very fine.

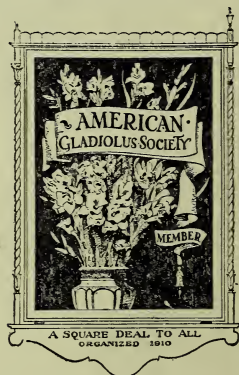
EXTRAS WITH EARLY ORDERS

We solicit early orders and will include extras that will be sure to please you. What these will be is left as a surprise, perhaps some seedlings, some good ones that have become mixed or perhaps a fine named variety, just leave that to me.

JOIN THE AMERICAN GLADIOLUS SOCIETY

The dues are \$2 per year which includes the monthly bulletin of the society. This bulletin is really a magazine on GLADIOLUS and brings to you tidings of what is being done in the Glad World. It is chock full of information and alone, is worth double the price of the dues.

Sign your name and address on the lines below and mail together with a \$2 check to Roscoe Huff, Secretary Goshen, Indiana or to the "station to which you are listening."



Name _____ Address _____ City _____ State _____

As a premium we will pay a year's dues in the society with an order for \$20 in bulbs selected from this catalogue.

RIVERVIEW GLAD GARDENS, ROCK RAPIDS, IOWA
"THE HOME OF BETTER GLADS"
Geo. Raveling, Prop.